Young Girls Pay Most Dearly in Record Cosmetic Craze

Physicians, Educators, Clergymen and Even Beauty Experts See Real Danger in Lavish Use of Paint and Powder by Mere Children---Miss Fifteen's Makeup Fools Nobody but Often Ruins True Attractions Besides Contributing Enormously to Luxury Tax

N these days of startling feminine fashing largely to the \$750,000,000 which the luxury tax returns show was spent last aids, according to recent official reports from the wholesale use of cosmetics by the young

Almost any gathering of schoolgirls, or carmine lips tinted by nature herself, instead experiences looks deep into the problem be belongings.

Her powder box and puff, her Hoxtick and Physician Blames Paint Fad pot of rouge are dearer to the heart of the young girl of to-day than her Euclid and her French grammar should be. She whips her French grammar should be. She whips her and chairman of the International Serbian acid or silver makeup container out in public committee, who has given four years of and boldly proceeds to touch up worn places gratuitous war service in Europe and America, and who created the War Service Comin her facial veneer

Mother and big sister are not cleverer in the art of beautifying themselves thus artitional Defence organized for this Governficially than the schoolgirl of the household, ment 6,000 women physicians for war ser-She has learned a lot somewhere. And it vice looks at the present appearance of lan't always the older members of the family soung American girls almost with the even who have set her the example or incited in stricken countries so long especially in her the device to paint the his with several Prance and Serbla, that she is impressed by

Reaping a Record Harvest

From Sale of Complexion Aids Beauty parlors drug stores and department stores carrying these complexion materials are reaping a harvest. Never in the history of modern woman has there been such a tremendous demand for powder, rouge, lipsticks and other complexion accessories as to-day. The tax placed upon these articles has apparently but added to their importance. If figures were available there is no doubt the taxes reported for the year ending in October, 1920, would show a big increase over the previous October's sales. But as these taxes went into effect May 1. 1019, there is no way of getting at compara-

A shiny nose seemed a legitimate excuse in bygone days for a matron or a young woman who was out in society to possess berself of a powder box. She hid this in the drawer of her dressing table and only her closest friends ever saw her dust the white film over the offending glistening Then she added a bit of rouge, be cause the buildant lights of the ballroom the theatre or opera made her look unallrac-tively pale. Soon she grew a little bolder pecially after she saw those exquisite gold and lewelled vanity cases which the French women carried. And she proceeded to touch up her face for daytime occasions.

Powder and paint cloud the vision. The soft pad or puff that spreads the coating of white over the skin seems to dim the vision getting rid of the shine it is but a sten to the actual making up. The superlative degree of this fashion, the effect that made a girl look as if she had dipped her face in the flour burrel has moderated. But if the quantity used at a single application is reduced the number of persons applying the makeup has considerably increased

Deep Psychological Cause

Underlies Extravagant Makeup On the surface, speaking literally, this makeup menace may appear to be a fail a whim of the season, a temporary loss of the familine sense of perspective, a madeffort to cutte some one else. It is more than any of these. Underlying the 1920 fashion which has been on the crescendo for more than a year is a deep psychological cause. The extravagont use of commetics, especially by the young, is not merely a frivolous and of the times, it owes its existence to the war. The situation in the minds of thinkers, is a serious one, and it is due to the most terrible conditions the

This opinion has been expressed by repre- the public schools *broughout the country.

Life of a Prospect

OME years ago I went into a store to inquire the price of something, an expensive thing this was, that I wanted to buy some day when I had the price. They were just as nice to me as they would have been if I had come in ready to buy and plank down the chah.

Then for the time being I forgot all about it, but they didn't. About a year after my visit to the store the salesman I had seen there came in to see me. He was a very agreeable gentleman and in no way Insis-tent; he had fust looked in on the chance that now I was ready to buy; but my bank account hadn't looked up to any great explicit of the Harvard faculty, organist in Appleton Chapel and choristor of the university

A year later I had snother call from the salesman, my friend, if he will now permit in the public schools. With this conviction me so to call him, on the same errand; a pleasant call and a pleasant little talk, but schools in Boston with the result that the same result as before; and now, a new method was adopted there. Other cities the most potent ways of personal, spontaneous expression.

Teach the children to sing songs. Train their eyes at the same time. Let pleasant little talk, and then I asked him:

which he answered, smilingly 'We never give up a prospect till he dies."

sentatives of the profession of medicine, the church, by one who has made the beauty of her sex a lifetong study, by a college professor and by others who are so improved the college professor and by others who are so improved the college professor and the college profession and the college profession are so that the college profession and the college profession are college profession and the college profession and the college profession are college profession are college profession and the college profession are college profession and college profession are college profession are college profession and college profession are college profession and college profession are college profession are college profession are colle ions no one wonders who is contribut- pressed with the deplorable artificial and unwholesome appearance of young girls, cap-cially, that they have voiced their observations to The New York Herato, beyear for paint, powder and other complexion lieving the time has come to call a halt in Washington. Miss Fifteen seems to have and to appeal to parents, teachers and guar-dians to whow girls how they are barming

Ethically, physically and from the standgirls of school sige, will prove it. Mere point of pulchritude the lavish use of cosyoungsters are appearing with their faces smeared with this taxable makeup, and they believe that they have greatly enhanced class which the young girl should not imittely charms by its application. They are girls who should have glowing cheeks and ever artificially reproduces the appearance of health, the physician, who, with her war or by their own childish hands out of a fleves that it is an ephomeral fad, and not complexion hit such as formerly was found a sign of decadence. And the beauty speonly in the actress's dressing room, then ciallet sees in the painted faces of youth a shocking disregard for health and the court crept into the compartments of the society ing of premature age signs. She like the woman's dressing table, and has now almost others who confinent on this condition reached the kindergarten. At least it has wants to take these girls, scrub their faces found a harbor among the young sirl's better looking like the youthful persons they

to Reaction From Will Strain

Resalie Shrughter Morton, founder Mother and big sister are not eleverer in mittee of the Medical Weman's National



the contrast between the sincere suffering there and the flippant social attitude of many people here, which expresses itself in il e prevalence of makeup.

"Every country shows its neurasthunta" is a different way," said Dr. Morton, "Americo is going through it now. As men and women became keyed up during the war. they reached a high pitch of idealism, were stimulated to great unselffshness, and also for a year and a half they suffered war strain abroad or great anxiety here. The present condition is due to reaction and nerve fatigue. At heart they are just as f he as they were during the war.

At the right is Dr. Rosalie Slaughter Morton, a physician who deplores the extreme use of cosmetics, especially by young girls. Large photograph shows the ultra-modern girl in contrast with the girl of a generation or so ago. Below is the Rev. Dr. John Roach Straton, who constantly preaches against immodesty in women's dress and the effects of it on the morals of the young



var women dressed conservatively. Now the and powder are deplerable.

is passing phase we are going through.

with in our schools and universities. So "Many girls express resret themselves at many twople have a great world vision which colothing they wear, but they may they expresses itself in unceillab service. I think notify twople have a great world vision which America as a whole, has received a spiritual in petus through the war

call education at Teachers College, admits appear often different from what they are that the problem is a complex one. It is and one of the serious phases of this fashion hard to figure out how much the impulse of is when the girl of essential refinement de-

"I see my own country and its people piled that they don't know why they do it through the eyes of fifty Serbian boys and. Giris that are well herd, well nurtured do it, girls whom I have brought here to go to and I am of the epinion that they are not college. They are now atudying in colleges quite sanely controlled, they show a lack from Vermont to Texas and from Maine to et balance. Some girls state frankly that

into it and dries it up. If these girls will leave their complexions alone, when they get older they will not need to descend to

ertificial ways of brightening their faces.
"It is pitiful to see some of these schoolgirls. I have girls of 15 come to me-rather their mothers have brought them-to see if I could improve their skin. One girl, over 15, was brought to me ny mother. The parent could not find out what her daughter was using for her complexion. Although hardly more than a child this girl's face was almost ruined. The skin was nabby: it sagged and looked like an old woman's face. The daughter finally adhad told her to use ice on her face. And secretly she had been applying ice every day. It dried up the skin.

Soap and Water Far Better

Than Creams and Powders Schoolgirls tell each other about creams and powders and other cosmetics they read of or hear mentioned, and without knowing anything of the properties of these materials risk any kind of cream, powder and paint,

Soap and water are far better than coametics. Creams clog the pores and produce unsightly blackheads. Even powder is dan-gerous to use. I warn women against the use of such aids. When I see these poor ignorant girls making up in such an ex-travagant fashion I feel like scolding them and sending them home to give their faces a good scrubbing with soap and water.

There is nothing better for the skin than the simple treatment. The skin needs cleans-ing, not clogging. A baby's delicate skin is cleansed with soap and water. Soap cannot barm the finest skin texture. Yet these a hooigirla smear their faces with creams instead of washing them and never give the pores a chance to breathe. It is like stopping the nose and mouth, thus cutting off the supply of air. You cannot live if you do not get a chance to breathe. If you do not give a flower water it dies. If you do not give the skin water and air it shrivels.

portant to have the appeal on a different basis. The social and moral standard of Tell these girls to wash their faces well night, using a pure soap with water good taste is the base on which I want to When they get up in the morning they will fee' fresh, for the whole body has been able "My rosson for objecting to the use of a breathe properly. metics is from the standpoint of good

"Then tell them to use soap and water again in the morning and see how quickly they will begin to look rosy and radiant, how their complexion will improve and reflect the healthy condition it was never able to acquire because of the coating of cosmetics. And ask them what they will look like when they are middle aged women if they continue to use unwholesome and harmful materials."

Mme. Leclaire feels so strongly about this that she has frequently taken groups of schoolgirls and voluntarily advised them in this same way because she wants to help them. What they have told her about the pots and boxes of beauty aids they have fried has been pathetic, according to her. "You don't see the fashionable women of

Paris painted as you see some of them here." intinued this expert. "And you never hear of Good Taste and Morals of a young girl using creams and powders Here the fad has reached a shameful and pitiable stage."

Ethical Side of the Subject As Viewed by a Clergyman

The ethical side of the question was discussed by the Rev. Dr. John Roach Straten. pastor of the Calvary Baptist Church, Dr. Straton had just returned from a trip Montrest, where he inveleded against "devillab and immodest dances," and he was in the right mood to voice a protest against the paint and powder fad.

as it that are resorting to artificiality. The use of cosmetics is part of the whole tendency of the modern age," he said, "It is ethically wrong because it is practising a deception. It doesn't foot any one at all. Men classify women according to the quantily of paint they use. The heavier the paint the less esteem the women command.

"I do not believe any right minded man wear her complexion in a bureau drawer. the greatest opportunities to make themdestroy the natural complexion and impair Beauty specialists are so closely linked

the health of the skin "The way for women to have a good complexion is to keep themselves healthy, to do a reasonable amount of the world's work and to cultivate that modesty for which the American women of former generations were famous the world over. And certainly the respectable women of to-day ought to be very slow to paint their faces, because the habit in the past was been largely con-

fined to women of the underworld.

Taint and powder are a part of the whole emphasis on sex appeal to-day. They think it attracts men. The whole thing has gone to an absurd extreme. I understand in the so-called fashionable restauranth and hotels cigarettes for women are now sold with red tips, so the dear ladies as they now smoke will not be embarrassed the white end of the digarette.

"What a pitiable lowering of the whole standards of womanhood the whole thing

THOTO BY INTERNATIONAL PLM SERVICE

Low foulsh extreme fashions and fads are see young girls smoking cigarettes, their standard it seems unfortunate that girls facturers. Before the war and during the great that they are but the dictates of manu-facturer and their skirts stant, I reshould adopt stiffcial standards so as to don't tidak the average girl realizes morally and physically. Therefore, when I Defore the war and during the gret that they present so false an idea of a dressed conservatively. Now the our real America.

or is refreshing. However, the "On the other hand; am thrilled by the oright color is refreshing. However, the "On the other hand and theilled by the extreme styles and the increased nime of splendid America I have come in contact

any parent but has an anxious heart over he aftermath of war. During the war many women grew pale. They touched up their

the lowered moral tone they denote is a "I have been studying this question a public danger and by all good citizens should lone time and have asked girts why they painted and powdered" he said "They republic danger and by all good citizens should lone time and baye asked girts why they be discountenanced.

The greatest opportunities selves helpful to their sex."

Beauty specialists are so with creams and powders a line of the greatest opportunities.

California. These Serbians look upon they want to dress in this ultra fashion to America as an ideal country. I want to attract and interest men, help them keep this feeling. They have "According to some of the reliable skin come here believing that America is the specialists—though this is not my dictum strongest country in the world, mentally, the better cosmettes are not injurious to the their faces painted and powdered," said she,

Dr. Thomas D. Wood, professor of physi-

faces with a little rouge, and they got the these young girls who use cosmetics is due to paint habit because they thought it made a desire to please themselves and compete these young girls who use cosmetics is due to seemis to point and powder, a desire to please themselves and compete "There never was a tim them look more presentable. It became a with women who resort to artificial aids, more important that girls of this type should fad, and high colored clothing emphasizes and how much it is due to a desire, conscious or subconscious, to attract. Appar- the tendency to use cosmetics. If they do

Harvard Devises New Music Plan for Public Schools then place the notes before them. If they do not get the sight reading it does not matter, scause the singing is the thing which makes them musical. If they get it on the third or fourth time, very well. The average person can adquire enough note reading ability to tast a lifetime simply by association-by

it is remarkable to find one who counsely

substituting the use of soan and water.

of her life to the study of the complexion,

in restaurants, smoking cigarettes and with

artificial beautifiers.

skin. I say this frankly because it is im-

health. Here is the objection. In so far as

these girls want to make themselves at-tractive to themselves or to men by simu-

lating health and beauty through artificial means they are practising a form of deceit.

They are trying to imitate good health with-

less objectionable to the observer than the tashion which led girls to whiten their

foces to an absurd pallor imitative of a con-

dition of anamia and impoverished blood

So long as they use rouge to make the lips look pink and the checks bright, trying to

imitate good health without necessarily

girl of refined taste and the woman of the

or honesty or a matter of how far they want to use camouflage to confuse the impression

"It really is a matter, then, of sincerity

their personality. In a mild way they are

ment in the artificial standard,

On the other hand, this form of deceit is

looking at the notes of a song he has learned to sing by ear, "Music is just like life," continued Dr. "One makes casual acquaintances. er come into one's life and they go out, They have gone. But then there me's friends. There are people to whom one always ties, to whom one always goes Their influence is always felt. They may be living at a distance-they may be -but they are the permanent things. They have valid qualifications and one in-

Not Technique But Music

Makes Songs of Lasting Value 'In music it is to the songs of permanent to read notes—a training which is of very is the ignoring of rhythm. The teachers no value that one instinctively turns. It is in little value for most persons, and get no longer heaf rhythm, probably as an out-the songs of Bailuns, Bach, Schumann, Schutraining in learning to recognize and appraction of the Montessori system of seif-ex-ber, and others that one finds the counterber: and others that one finds the counter- ports, technique which grips, it is the music itself. There are other songs, but they come into "The most natural approach for any child and go out of one's life like chance acquaint-It is to the songs of fundamental merit that one always ross back and upon

> For a number of years the Harvard facof arts and sciences has offered a course in the appreciation of music. Its purpose is to make good listeners. There is only a minimum of instruction in technique. The remainder of the course is taken up by the playing of examples of good music from

New Guide for Sailors

HANKS to the efforts of a woman who has their weifare at heart, no American sallor just off a freighter or passenger liner for shore leave at Alexandria Egypt: Singapore in the Far East, the free port of Danzig in the Polish corridor, or, indeed, any of the 300 ports that are visited by American ships, need go astray in seek-ing folks who speak his language and can minister to his needs. To find the consulthe dentist the laundress, the boarding house keeper or places of interest and wholesome amusement Jack has but to consult "The Seaman's Handbook for Shore Leave." through which Mrs. Alice S. Howard of Boston and Cleveland, author of the little volume, guildes the American sailor in foreign

Publication of the pocket directory of world ports was one of the first activities of the social service bureau for the merchant marine which Mrs. Howard established in war time while assisting her husband. Henry Howard, who organized the recruiting service of the United States Shipping Board which manned the Government built merchant ships. Mrs. Howard continued her bureau after the armistice, with headquarters at Boston, and is now issuing a new and enlarged edition.

Of yest pocket size, the book contains 164 pages giving information of more than 300 ports, containing also a table of foreign monetary units and the normal value of each in United States currency.

Professors Urge More Singing of Good Old Melodies and Less Attention to Teach-

ing of the Technical Side

at Harvard University gets under way next year it will undoubtedly lay the foundation for a revolutionary change in the method of teaching music in For some time Harvard professors have been convinced that the present system of teaching music to the children rests upon a fundamental fallacy. They have devised a new system, based on the simple singing of the folksong, which they say has met with remarkable success in the several cities in which it has been tried. It is certain that this new system will find expression in the instruction in teaching music which prospective teachers from all parts of the country will receive next year at the new School

Chief Fault of Present System.

of Education.

Is Place Given to Technique One of the mon most interested in the new tent and I was not ready, as I told him; but I added that when I was ready I would come in and I would come to him.

That, I thought, ended it as far as hearing from them was concerned; but not so, A year later I had snother call from the change in the music instruction in the public schools. With this conviction and taught to play exercises mechanically the most potent ways of personal, spontations.

"Don't you ever give up a prospect?" To of the present system is the fact that too cradic by making it too mechanical nich he answered, smilingly:

"The study of these technical feat of music and not enough to the musical.

Children spend eight or ten years in school songs to demonstrate these features. A poplearning to read notes and then come out that composer is secured to write 'Mary Had without any attention having been paid to a Little Lamb' to illustrate a particular inmusic, without having learned to recordine towal. These soons are taught the children good music and without having cultivated and they go about singing them instead of a desire for it. There is too much teaching singing the good old meiodies which have of technique and not enough of appreciation. Inherent merit and will last for all time The present system aims to make students. This poet increase sort of thing not only is musical mechanics instead of making them, worthless in itself, but it supplants the good

"Some time ago several students called my attention to the method of teaching music in for the raxpayer's approval, for it is somethe public schools," said Dr. Davison when thing which can be demonstrated as a result interviewed in Appleton Chapel at Harvard of the expenditure of his money, but the a few days age. "I began to look into the music is the thing, and that is being neg-matter and was amuzed at what I found, lected Children spend eight or ten years learning clate good music. They do not become pression Individual expression is very vital.

music in the lives of the children. Teaching

We had our usual to be given to it next fail.

Musically by spontaneous, personal express to train their eyes at the same time. Let them I asked him:

According to Dr. Davison, the chief fault sion. Their musical sense is filled in the them sing songs and keep on singing songs—

Let be sure that the music is good. Delay but be sure that the music is good. Delay symphonic and planeforte literature. It is a the teaching of technique until they have more advanced stage of what is to be done "The study of these technical features at an early age results in the composing of developed a musical sense by singing. Let in the public schools.

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